104

Advertiser Ref

## CONTRACT

Contract Agreement Between: KOAT 3801 Carlisle Blvd. NE Albuquerque, NM 87107 (505)884-7777

And:

SRCP Media Inc. Attention: Betsy Vonderheid 201 North Union Street Ste 200 Alexandria, VA 22314

|                       | Contract / Revision |         | Vii Older     | <u>#</u>                              |
|-----------------------|---------------------|---------|---------------|---------------------------------------|
|                       | 961890              | 1       | 06364302      |                                       |
| Product               |                     |         |               | · · · · · · · · · · · · · · · · · · · |
| Issue                 |                     |         |               |                                       |
| Contract Dates        | Estimate #          |         |               |                                       |
| 10/29/12 - 11/06/12   | 313 REFORM          | A MM N  | ow            |                                       |
| Advertiser            |                     |         | Original Date | / Revision                            |
| Retorm New Mexico Now | r                   |         | 11/02/12      | / 11/02/12                            |
|                       | Billing Cycle       | Billing | Calendar      | Cash/Trade                            |
|                       | EOM/EOC             | Broado  | cast          | Cash                                  |
|                       | Stalion             | Accou   | nt Executive  | Sales Office                          |
|                       | KOAT                | Mary T  | ricoli        | HRP ⋅Washingl                         |
|                       | Special Hand        | ling    |               |                                       |
|                       |                     |         |               | <del>_</del>                          |
|                       | Demographic         |         |               |                                       |
|                       | Adults 35+          |         |               |                                       |
|                       |                     |         |               |                                       |
|                       | IDB#                | Adverti | ser Code      | Product Code                          |

51

Spots/

Agency Ret

| *Line Ch Start Date End Date Description   | Start/End Time            | Days Length Week Rate       | Type Spots  | Amount     |
|--|---------------------------|-----------------------------|-------------|------------|
| N 31 KOAT 11/05/12 11/05/12 The View 10-11a  | 10·11a                    | :30                         | NM 2        | \$900.00   |
| Class of Time - Fixed Non Pre-emptible Slart Dale End Dale Weekdays Spols/Week Week: 11/05/12 11/11/12 M 2                               | <u>Rale</u><br>\$450.00   |                             |             |            |
| Spot Ch Date Range Description   | Start/End Time            | Weekdays <u>Length</u> Rate | <u>Туре</u> |            |
| 1 KOAT 11/05/12-11/11/12 The View 10-11a   | 10-11a                    | M: :30 \$450:00             | NM          |            |
| See MG 31.3,31.4   |                           |                             | 1           |            |
| 2 KOAT 11/05/12 11/11/12 The View 10 11a   | 10-11a                    | M: :30 \$4 <del>50.00</del> | NM          |            |
| See MG 31.3,31.4   |                           |                             |             |            |
| 3 KOAT 11/04/12-11/04/12 Su 6a A7N More in the Aft   | Л 6-9a                    | sı :30 \$800.00             | NM          |            |
| (h) MG for 31.1,31.2   |                           |                             |             |            |
| 4 KOAT 11/04/12-11/04/12 CASTLE SUN LF   | 1205-105A                 | <b></b> -si :30 \$100.00    | NM          |            |
| MG tor 31.1,31.2   |                           |                             |             |            |
| E 33 KOAT 11/05/12 11/05/12 Anderson Cooper  | 11a-12n                   | :30                         | NM 1        | \$250.00   |
| Class of Time Fixed Non Pre emptible Class of Time Fixed Non Pre-emptible Start Date End Date Weekdays Spots/Week                        | Rate                      |                             |             |            |
| Week: 11/05/12 11/11/12 M 1  | \$250.00                  |                             |             |            |
| E 34 KOAT 11/05/12 11/05/12 Chew, The  | 12-1pm                    | :30                         | NM 1        | \$200.00   |
| Class of Time · Pre-emptible with notice <u>Start Dale</u> <u>End Date</u> <u>Weekdays</u> <u>Spols/Week</u> Week: 11/05/12 11/11/12 M 1 | <u>Rale</u><br>\$200.00   |                             |             |            |
| E 36 KOAT 11/05/12 11/06/12 Dr Oz  | 4-5p                      | :30                         | NM 2        | \$1,250.00 |
| Class of Time · Pre-emptible with notice   | r                         |                             | t           |            |
| Slart Date End Dale Weekdays Spots/Week  | Rate                      |                             | I           |            |
| Week: 11/05/12 11/11/12 MT 2   | \$675.00                  |                             | ŀ           |            |
| E 37 KOAT 11/05/12 11/05/12 Action 7 News @ 5p   | 5-530p                    | :30                         | NM 1        | \$1,100,00 |
| Class of Time · Fixed Non Pre emptible   |                           |                             | ]           |            |
| Start Dale         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         M         1            | <u>Rate</u><br>\$1,100.00 |                             |             |            |
| E 39 KOAT 11/05/12 11/05/12 Action 7 News @ 6p   | 6-630p                    | :30                         | NM 1        | \$1,300.00 |
| Class of Time · Fixed Non Pre-emplible   | ,                         |                             | ı           |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstending to whom bills ere rendered, edvertiser, agency and service, jointly and severelly, shell remein obligated to pay to stetion the amount of any bills rendered by station. Peyment by edvertiser to agency or to service or payment by agency to service, shall not constitute peyment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms end conditions. Four weeks advance cancellation notice is required unless otherwise.

specified.

Heerst letevision inc. does not discriminate in the sale of edvertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertises hereby represents and werrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not timiled to decisions not to place advertising on perticular stations on the besis of rece or ethnicity



|                                       | Contract / Revision<br>961890 / | Alt Order #<br>06364302         |
|---------------------------------------|---------------------------------|---------------------------------|
| Contract Dates<br>10/29/12 - 11/06/12 | Product<br>Issue                | Estimate # 313 REFORM NM NOW #; |
| Advertiser<br>Reform New Mexico N     |                                 | <u> </u>                        |

| Reform New Mexico Now                  | 11/02/12 / 11/  | 02/12  |
|--|---|--|
| Spots/<br>d Time Days Length Week Rate | Type Spots  | Amount   |
|  |   |  |
| :30                                    | NM 2  | \$2,200.00   |
| t <u>e</u>                             | <u> </u>  |  |
| :30                                    | NM 13   | \$11,050.00  |
| 10                                     |   |  |
| :30                                    | NM 2  | \$950.00   |
|  |   |  |
| Totals                                 | 131   | \$106,950.00   |
|  |   |  |
| nt *Tax 1                              | Total   |  |
| 0 \$6,363.53 \$                        | 97,271.03   |  |
| 0 \$6,363.53 \$                        | 97,271.03   |  |
|  | Spots/ d Time Days Length Week Rate ale 00  :30  ate 00  :30  ate 00  :30  Totals  int *Tax 1  50 \$6,363.53 \$ | Spots/   S |

| Signature: | Data  |
|------------|-------|
| Signature: | Date: |
| T          |       |

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Notwithstending to whom bills are rendered, advertiser, agency and service, jointly end severally, shall remein obligated to pey to stellion the amount of any bills rendered by stellion within the time specified end uniting payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the ebove terms and conditions. Four weeks edvence cancellation notice is required unless otherwise.

Product Code

104

Advertiser Ref

## CONTRACT



And:

SRCP Media Inc Attention: Betsy Vonderheid 201 North Union Street Ste 200 Alexandria, VA 22314

|                      | Contract / Re<br>961890               | vision<br>/          |            | Alt Order : 06364302                  | _             |
|----------------------|---------------------------------------|----------------------|------------|---------------------------------------|---------------|
| Product              |                                       |                      |            | •                                     |               |
| Issue                |                                       |                      |            |                                       |               |
| Contract Dates       | Eslimate #                            |                      |            |                                       |               |
| 10/29/12 - 11/06/12  | 313 REFORM                            | A MM N               | OW         | <u> </u>                              |               |
| Advertiser           | • · · · · · · · · · · · · · · · · · · |                      | <u>O</u> r | iginal Date                           | / Revision    |
| Reform New Mexico No | w                                     |                      | •          | 11/01/12                              | / 11/01/12    |
| L                    | Billing Cycle                         | cle Billing Calendar |            | lendar                                | Cash/Trade    |
|                      | EOM/EOC                               | Broado               | ast        | t                                     | Cash          |
|                      | <u>Stalion</u>                        | Accoun               | nl É       | xecutive                              | Sales Office  |
|                      | KOAT                                  | Mary T               | rico       | oli                                   | HRP -Washingt |
|                      | Special Hand                          | ling                 |            |                                       |               |
|                      | Demographic                           |                      | _          | · · · · · · · · · · · · · · · · · · · | <del></del> . |
|                      | Adults 35+                            |                      |            |                                       |               |
|                      |                                       |                      |            |                                       |               |

Advertiser Code

51

Spots/

IDB#

Agency Ref

| *Line Ch Start Date End Date Description  | Start/End Time            | Days Length Week Rate | TypeS | pots | Amount      |
|---|---------------------------|-----------------------|-------|------|-------------|
| N 31 KOAT 11/05/12 11/05/12 The View 10-11a   | 10-11a                    | :30                   | NM    | 2    | \$900 00    |
| Class of Time - Fixed Non Pre-emptible Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 2      | <u>Rate</u><br>\$450.00   |                       |       |      |             |
| N 33 KOAT 11/05/12 11/05/12 Anderson Cooper   | 11a-12n                   | :30                   | NM    | 1    | \$250.00    |
| Class of Time - Fixed Non Pre-emplible Class of Time - Fixed Non Pre-emplible Start Date                        | <u>Rale</u><br>\$250.00   |                       |       |      |             |
| N 34 KOAT 11/05/12 11/05/12 Chew, The   | 12-1pm                    | :30                   | ММ    | 1    | \$200.00    |
| Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1    | <u>Rate</u><br>\$200.00   |                       |       |      |             |
| N 36 KOAT 11/05/12 11/06/12 Dr Oz   | 4-5p                      | :30                   | NM    | 2    | \$1,250.00  |
| Class of Time - Pre-emptible with notice  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 MT 2 | <u>Rate</u><br>\$675 00   |                       |       |      |             |
| N 37 KOAT 11/05/12 11/05/12 Action 7 News @ 5p  | 5-530p                    | :30                   | ММ    | 1    | \$1,100.00  |
| Class of Time - Fixed Non Pre-emptible Slart Date End Date Weekdays Spols/Week Week: 11/05/12 11/11/12 M 1      | <u>Rate</u><br>\$1,100.00 |                       |       |      |             |
| N 39 KOAT 11/05/12 11/05/12 Action 7 News @ 6p  | 6-630p                    | :30                   | NM    | 1    | \$1,300.00  |
| Class of Time - Fixed Non Pre-emptible  Start Dale End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1    | <u>Rate</u><br>\$1,300.00 |                       |       |      |             |
| N 40 KOAT 11/05/12 11/05/12 6a A7N More In The AM   | 6-7a                      | :30                   | MM    | 2    | \$2,200.00  |
| Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 2    | <u>Rale</u><br>\$1,100.00 |                       |       |      |             |
| N 42 KOAT 10/29/12 11/06/12 Good Morning America  | 7-9a                      | :30                   | NM    | 13   | \$11,050.00 |
| Class of Time - Pre-emptible with notice  |                           |                       |       |      |             |

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Notwithstanding to whom bills are rendered, advertisar, agancy and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not considule payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise spacified

Hearst television inc, does not discriminate in the sate of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertisar haraby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Contract Agreement Between:

KOAT 3801 Carlisle Blvd. NE Albuquerque, NM 87107 (505)884-7777

|                                       | Contract / Revision<br>961890 / | Alt Order #<br>06364302                         |
|---------------------------------------|---------------------------------|---|
| Contract Dates<br>10/29/12 - 11/06/12 | <u>Product</u><br>Issue         | Estimate #<br>313 REFORM NM NOW #;              |
| Advertiser<br>Reform New Mexico N     | -                               | Originat Date / Revision<br>11/01/12 / 11/01/12 |

| *Line Ch Start               | Date End D           | ate Descriptio       | Nn.               | Start/End Time          | Days | Spots/<br>Length Week | Rate  | Type: | Snots | Amount       |
|------------------------------|----------------------|----------------------|-------------------|-------------------------|------|-----------------------|-------|-------|-------|--------------|
| Start Date                   | End Date             | Weekdays             | Spots/Week        | Rate                    | Dayo | congui Trock          | 114.0 | 1,7,7 |       |              |
| Week: 10/29/12               | 11/04/12             | MTWTF                | 5                 | \$850.00                |      |                       |       |       |       |              |
| Week: 11/05/12               | 11/11/12             | MT                   | 8                 | \$850.00                |      |                       |       |       |       |              |
| N 43 KOAT 11/05              | /12 11/05/1          | 2 Live with R        | egis & Kelly 9-10 | a 9-10a                 |      | :30                   |       | NM    | 2     | \$950.00     |
| Class of Time                | e - Fixed Non        | Pre-emptible         |                   |                         |      |                       |       |       |       |              |
| Start Date<br>Week: 11/05/12 | End Date<br>11/11/12 | <u>Weekdaγs</u><br>M | Spots/Week<br>2   | <u>Rate</u><br>\$475.00 |      |                       |       |       |       |              |
| N 55 KOAT 11/04              | /12 11/04/1          | 2 NYC Marat          | hon               | 2-4pm                   |      | :30                   |       | NM    | 1     | \$550.00     |
| Class of Time                | e ~ Fixed Non        | Pre-emptible         |                   |                         |      |                       |       | 1     |       |              |
| Start Date                   | End Date             | Weekdays             | Spots/Week        | <u>Rate</u>             |      |                       |       |       |       |              |
| Week: 10/29/12               | 11/04/12             | S                    | <u> </u>          | \$550.00                |      | ·····                 |       |       |       |              |
| <del></del>                  |                      |                      |                   | <u></u>                 |      | Totals                | S     |       | 131   | \$106,950.00 |

\*Tax 1 Note: New Mexico Tax Rate 7%

| Time Period        | # of Spots | Gross Amount | Net Amount  | *Tax 1     | Total       |
|--------------------|------------|--------------|-------------|------------|-------------|
| 10/29/12 -11/06/12 | 131        | \$106,950.00 | \$90,907.50 | \$6,363.53 | \$97,271.03 |
| Totals             | 131        | \$106,950.00 | \$90,907.50 | \$6,363.53 | \$97,271.03 |

| Signature: |                                       | Ī | Date: |
|------------|---------------------------------------|---|-------|
|            | · · · · · · · · · · · · · · · · · · · |   |       |

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